

## CLAIMS

We claim:

1 1. A method for selecting an arena location for inclusion  
2 in a record made of an event, comprising the steps of:

3 selling to a customer a chance with respect to a  
4 location in said arena;

5 with reference to said chance, selecting an arena  
6 location; and

7  
8 making a video record of said location.

1 2. The method of claim 1, said customer being a purchaser  
2 of a ticket to attend said event.

1 3. The method of claim 1, said customer being a  
2 prospective viewer of a video record of said event.

1 4. The method of claim 1, further comprising the step of:  
2 broadcasting said video record.

1 5. The method of claim 1, further comprising the step of  
2 transmitting said video record to a customer e-mail address.

1 6. The method of claim 1, further comprising the step of  
2 sending a copy of said video record to a physical address of  
3 said customer.

1 7. The method of claim 1, further comprising the step of  
2 broadcasting said video record live during a break in the  
3 action of said event.

1 8. The method of claim 7, further comprising the step of  
2 displaying said video record on a screen for viewing by  
3 persons attending said event.

1 9. The method of claim 1, said location being a specific  
2 seat location in said arena.

1 10. The method of claim 1, said location being a section of  
2 seats in said arena.

1 11. The method of claim 1, further comprising the steps of:

2 selling to said customer a chance for an action, said

3           action selectively including TV broadcast and  
4           transmission of a video record to an E-mail address,  
5           mail transmission, and transmission to a set top box  
6           for display in a window at a monitor.

1       12. The method of claim 1, further comprising the step of  
2       storing a record of said chance in a chance table.

1       13. The method of claim 12, said selecting step including  
2       the step of randomly selecting from said chance table arena  
3       locations for video recording.

1       14. The method of claim 12, said randomly selecting step  
2       including the step assigning to each record selection  
3       probability as a function of the value of said chance.

1       15. The method of claim 14, further comprising the step of  
2       offering to sell to said customer a chance probability value  
3       equal to 1.0.

1       16. The method of claim 15, further comprising the step of  
2       offering to sell to said customer a chance probability value  
3       of less than 1.0.

1       17. The method of claim 16, further comprising the step of

2 offering to sell to said customer chance probability values  
3 for a plurality of chance probability values at different  
4 prices.

1 18. The method of claim 12, said record including seat  
2 location and service level.

1 19. The method of claim 18, said service level selectively  
2 specifying that a single shot made at a particular or random  
3 time of the seat location be transmitted to said customer,  
4 or that an automatic camera take a picture of said seat  
5 location at each of a plurality of passes with the resulting  
6 images transmitted to said customer.

1 20. The method of claim 19, said resulting image being  
2 transmitted to a set top box for display to said customer in  
3 a window of a video display screen.

1 21. System for selecting an arena location for inclusion in  
2 a record made of an event, comprising:

3 a vend station;

4 a camera control processor;

5 a camera; and

6 a response control processor;

7 said vend station for selling chances to customers and

8 making a record of said chances;

9 said camera control processor responsive to said record

10 of said chances for selecting said arena locations and

11 directing said camera to make a video record a said

12 location;

13 said response control processor responsive to said

14 record of said chances and said camera for selectively

15 displaying or transmitting said video record.

1 22. The system of claim 21, further comprising a chance

2 table for recording said record of said chances, each record

3 in said table including an arena location field and a

4 service level field.

1 23. The system of claim 22, said response control processor

2 further for scanning said chance table for specific entries

3 in said service level field and for each such entry

4 initiating a corresponding action response.

1 24. The system of claim 23, said action response  
2 selectively being that a single shot made at a particular or  
3 random time of the seat location be transmitted to said  
4 customer, or that an automatic camera take a picture of said  
5 seat location at each of a plurality of passes with the  
6 resulting images transmitted to said customer.

1 25. The method of claim 23, said action response being that  
2 said video record be transmitted to a set top box for  
3 display to said customer in a window of a video display  
4 screen.

1 26. A program storage device readable by a machine,  
2 tangibly embodying a program of instructions executable by a  
3 machine to perform method steps for selecting an arena  
4 location for inclusion in a record made of an event, said  
5 method steps comprising:

6 selling to a customer a chance with respect to a  
7 location in said arena;

8 with reference to said chance, selecting an arena  
9 location; and

11 making a video record of said location.

1 27. The program storage device of claim 26, said customer  
2 being a purchaser of a ticket to attend said event.

1 28. The program storage device of claim 26, said customer  
2 being a prospective viewer of a video record of said  
3 event.

1 29. The program storage device of claim 26, said method  
2 steps further comprising the step of:  
  
3 broadcasting said video record.

1 30. The program storage device of claim 26, said method  
2 steps further comprising the step of transmitting said video  
3 record to a customer e-mail address.

1 31. The program storage device of claim 26, said method  
2 steps further comprising the step of sending a copy of said  
3 video record to a physical address of said customer.

1 32. The program storage device of claim 26, said method  
2 steps further comprising the step of broadcasting said video  
3 record live during a break in the action of said event.

1 33. The program storage device of claim 32, said method  
2 steps further comprising the step of displaying said video  
3 record on a screen for viewing by persons attending said  
4 event.

1 34. The program storage device of claim 26, said location  
2 being a specific seat location in said arena.

1 35. The program storage device of claim 26, said location  
2 being a section of seats in said arena.

1 36. The program storage device of claim 26, said method  
2 steps further comprising the steps of:  
  
3 selling to said customer a chance for an action, said  
4 action selectively including TV broadcast and  
5 transmission of a video record to an E-mail address,  
6 mail transmission, and transmission to a set top box  
7 for display in a window at a monitor.

1 37. The program storage device of claim 26, said method  
2 steps further comprising the step of storing a record of  
3 said chance in a chance table.



1 38. The program storage device of claim 37, said selecting  
2 step including the step of randomly selecting from said  
3 chance table arena locations for video recording.

1 39. The program storage device of claim 37, said randomly  
2 selecting step including the step assigning to each record  
3 selection probability as a function of the value of said  
4 chance.

1 40. The program storage device of claim 39, said method  
2 steps further comprising the step of offering to sell to  
3 said customer a chance probability value equal to 1.0.

1 41. The program storage device of claim 40, said method  
2 steps further comprising the step of offering to sell to  
3 said customer a chance probability value of less than 1.0.

1 42. The program storage device of claim 41, said method  
2 steps further comprising the step of offering to sell to  
3 said customer chance probability values for a plurality of  
4 chance probability values at different prices.

1 43. The program storage device of claim 37, said record  
2 including seat location and service level.

1 44. The program storage device of claim 43, said service  
2 level selectively specifying that a single shot made at a  
3 particular or random time of the seat location be  
4 transmitted to said customer, or that an automatic camera  
5 take a picture of said seat location at each of a plurality  
6 of passes with the resulting images transmitted to said  
7 customer.

1 45. The program storage device of claim 44, said resulting  
2 image being transmitted to a set top box for display to said  
3 customer in a window of a video display screen.

1 46. A computer program product or computer program element  
2 for operating a computer according to the steps of:

3 selling to a customer a chance with respect to a  
4 location in said arena;

5 with reference to said chance, selecting an arena  
6 location; and

7  
8 making a video record of said location.

1 47. The computer program product or computer program  
2 element of claim 46, said steps further comprising:  
  
3 with reference to said chance, selectively  
4 communicating said video record to a television  
5 broadcast, screen display at said arena, or as a video  
6 file to a customer location for viewing.